

## NEWS RELEASE

For immediate release  
May 17, 2012

Contact:  
Ashley Jared, 515.494.6213

# Iowa Finance Authority and Davenport Realtors and Lenders Encourage Participation in Summer Homeownership Contest to Spur Home Sales in Davenport

*Summer homeownership contest aims to keep Iowa home sales up, spur awareness of homeownership benefits, resources*

DAVENPORT– The Iowa Finance Authority (IFA) today joined with Mel Foster Co., Valley Bank and 1862 Mortgage in Davenport to encourage participation in The Meaning of Homeownership Contest, a partnership between the Iowa Finance Authority, Iowa Association of Realtors® and lenders and Realtors throughout the state to keep Iowa home sales on the rise this summer, as they have been for the past ten months, according to the Iowa Association of Realtors®.

“The Iowa Finance Authority’s partnerships with Realtors®, real estate agents and lenders in Davenport and throughout the state have been central to our success in assisting nearly 60,000 Iowans on their road to homeownership,” said Iowa Finance Authority Executive Director Dave Jamison. “We’re excited to be offering this summer contest in partnership with the Iowa Association of Realtors® as a fun way to increase awareness of the Iowa Finance Authority’s homeownership programs offered at more than 400 local lender locations throughout the state so that we may assist even more Iowans in meeting their homeownership goals.”

The innovative summer social media contest asks Iowa mortgage lenders and Realtors® to ask their clients for help in redefining what homeownership truly means to them. Participants will be asked to write a word or short phrase that best describes homeownership on a memo board and be photographed with it for their chance to win a \$1,500 gift card. Davenport-area residents are encouraged to visit a participating contest location for their chance to win. A full list of current contest locations is available at [Foursquare.com/IowaFinance](http://Foursquare.com/IowaFinance).

Contest entries will be voted on by the public in July at [Facebook.com/IowaFinance](http://Facebook.com/IowaFinance). The entry with the most votes will receive a \$1,500 gift card and the lender and Realtor® or real estate agent with the most combined votes will each receive a \$2,500 community betterment grant. Any Iowa lender, Realtor® or real estate agent may sign-up to participate, and is encouraged to do so by visiting [IowaFinanceAuthority.gov/Contest](http://IowaFinanceAuthority.gov/Contest).

“More than 31,000 Iowans purchased a home last year, a slight increase from 2010 and I’m confident that partnerships amongst Iowa housing organizations and professionals – like this homeownership contest partnership will assist in keeping that growth pattern,” said Iowa Association of Realtors® CEO Dave Bert.

“This contest is a great opportunity for our past, present and future clients, our agents and the general public to say what homeownership means to them,” said Kris Ratigan, Mel Foster Co. Director of Corporate Marketing. “The contest is open to everyone, and we hope that people have fun with it.”

Deb Sullivan of Valley Bank said, “Valley Bank’s long-time partnership with the Iowa Finance Authority has been integral to providing homeownership opportunities to Iowans and we look forward to working together to assist more Iowans.”

“We’re thrilled to participate in this innovative contest, it’s a fun way to build excitement this home buying season,” said Chris Schneider of 1862 Mortgage.

###